



## **CASE REPORT**

- |                               |                        |
|-------------------------------|------------------------|
| 1. Complaint reference number | 120/00                 |
| 2. Advertiser                 | WorkCover Corporation  |
| 3. Product                    | Community Awareness    |
| 4. Type of advertisement      | TV                     |
| 5. Nature of complaint        | Other - Miscellaneous  |
| 6. Date of determination      | Tuesday, 11 April 2000 |
| 7. DETERMINATION              | Dismissed              |

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement has the camera circling a naked male body lying on his back, a tag saying 'Morgue. Deceased No ...' on his toe. A child as voiceover says, 'My Dad works really hard. I wait by the gate 'til he comes home. He always throws me up in the air and gives me a big hug. He's a bit late today.' The advertisement concludes with the caption 'Work to live' and the advertiser's logo, telephone number and website.

## **THE COMPLAINT**

Comments which the complainant made regarding this advertisement included the following:

*'I think it has more fear making capabilities than anything else! Especially for any kids watching whose parents are currently at work at the time the commercial airs.'*

## **THE DETERMINATION**

The Advertising Standards Board ('the Board') considered whether this advertisement breached Section 2 of the Advertiser Code of Ethics ('the Code').

The Board determined that the material depicted within the advertisement did not raise any issues under the Code and did not contravene prevailing community standards. The Board, accordingly, dismissed the complaint.